



## 1 day open program **Product Management**

**Lead Yourself.**

**Shine  
Leadership.**

### **Do you feel, as a manager, that you do not have time “taking care” of all the important things?**



**Roman Pihan**  
lecturer

For dates, prices, registration, organizational information and terms and condition go to:  
[ShineLeadership.cz](http://ShineLeadership.cz)

**Location**  
Training Centre Hradčanská  
Milady Horákové 116/109B  
160 00 Praha 6

**Contact Person**  
Mgr. Šárka Pojerová  
Managing Director  
sarka.pojerova@ShineLeadership.cz  
+ 420 603 711 594

#### **Why choose this program?**

- Learn what is the purpose of a company or a team, how to give it a vision and direction, and what is important.
- Learn what profit is, how to deal with the ethics of a reasonable profit, and what role plays money in the company.
- Learn about the role of a boss – what he/she should and should never do.
- Learn about the role of employees – what they should do and how to fix it when they are not doing it.
- Learn how to organize a company/team towards results and not just reporting ineffective activities.
- Get inspired on how to motivate people so their motivation follows the company's or a team's vision more than their personal.
- Learn how to recognize those who can lead and give feedback to those who don't.
- Learn about the basic types of bosses and you will surely recognize yourself in one of them.

#### **Who is it for?**

The program is designed for all managers – i.e. chief executives of all categories, business owners, independent branch managers or team leaders. The size of the team does not matter. What matters is the leader's desire to move the company/team to a higher level. This program will spark many general questions but at the same time provide a lot of inspiration from the practice of many companies.

#### **Topics**

- A company and its function, its structure and its vision – the laws of a running company and the power of a basic idea (the vision), which however is often missing.
- What is profit – an unconventional view of profit, a relationship to profit and money and the money within the company.
- Employees and their role in a company – an unconventional view of the role of an employee returning to the roots of joint (team) work.
- Product and its definition, production tracking – the difference between activity and results, expressions such as “I have tried” and “I have done”. Setting and tracking performance and continuity.
- Motivational tools, remuneration and performance management, profit share – how we work as people, what motivates us, what does not, how to set up profit sharing (prey).
- The ever-problematic „Power, Responsibility, (Self)Trust” triangle – Why is it so hard to put the ideas above into practice, what prevents us from applying them, what are our emotional limits and stereotypes.

Next steps: product management implementation in your company. Consultation with your management, project support, coaching of managers.

QR code – a fast way to reach us

1. Turn on your camera app and aim it at the QR code. If a link to our website appears, click on it and it will take you straight to us.

2. If you own an older smartphone, just download one of the many available free apps for reading/ scanning QR codes, and use it.



#### **Shine Leadership s.r.o.**

Office and Training Centre Hradčanská: Milady Horákové 116/109 B, 160 00 Praha 6  
Main Office: Suchbátská 1273/3, 165 00 Praha

[ShineLeadership.cz](http://ShineLeadership.cz)